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(54) **METHOD AND APPARATUS FOR PROXIMITY-AWARE ADAPTATION OF APPLICATIONS, CONTENT, AND USER INCENTIVES**

(75) Inventors: **Huanglingzi Liu**, Beijing (CN); **Xu Jia**, Beijing (CN); **Huanhuan Cao**, Beijing (CN); **Yongguang Guo**, Beijing (CN); **Ying Liu**, Beijing (CN)

(73) Assignee: **NOKIA CORPORATION**, Espoo (FI)

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(57) **ABSTRACT**

An approach is provided for determining proximity of a user to a POI to dynamically adapt applications, content, and user incentive. One or more service providers determine a proximity of at least one device to at least one point of interest and determine at least one difficulty level associated with at least one application, at least one content item, or a combination thereof based, at least in part, on the proximity.